

Marketing case study

[Business](#), [Marketing](#)



Marketing Case Study al Affiliation External Analysis Threats Online security, where some thieves can hack your profile and look into private information, or passwords.

2. Local low cost online retailers.

3. Increasing competition from Amazon as achievement draws competition.

Global competitors contending in their regional markets might have the traditional observation that could offer them a reasonable advantage over their conventional competitors, the eBay.

4. Exchange rates, for example, delivery charges and credit card charges will rise the cost of customer items

Opportunity:

1. eBay payment system PayPal is an attempt to raise the number of services it provides to customers together with its returns augment by having continued security.

2. Increase services and product portfolio through acquisition (Market Development).

3. Open more online stores in other countries

4. Website designs more appealing and therefore can continue to be setup for ease of use with regards to new customers.

5. Market share of long-term customers that it can build on.

6. Establish a long term service contract with IE UPS for shipping that offers a volume discount with respect to eBay customers.

7- Partner with ups for delivery inquiry to improve it, make delivery faster.

Control and feedback:

The sales of the past years will be compared to those of the current year in

order to determine the effectiveness of eBay present strategies. In case the sales are observed to be lower than the anticipated increase then, survey will be assessed to determine the areas responsible for the poor performance (Kurtz, 2011).

Online survey for both customers and sellers

Since customers' feedback is essential, there will be a continuation of the administration of the online surveys to maintain the tracking of opinions. In case the surveys suggest a change in the products or activities, eBay will modify the preferable factors within an apt range. In some locations, the surveys will be delivered to the store representatives for distribution (Kurtz, 2011). The representatives may also be motivated through offering them smaller reference books and diaries with the organization's logo.

Collect data for recent year and compare sales of each year to see if we are doing better

Five-Year Trend of Annual Financials

Year

Sales (Billions)

2009

8. 71

2010

9. 15

2011

11. 68

2012

14. 03

2013

16. 05

The trend outlined above manifests a constant progress in sales and revenue of the eBay Inc. In the analytical perspective, the results show that the strategies put in place in the past five years are useful. In 2009, policies put in place led to a slight increase in the curve until 2010. After the 2010, the curve became stable showing consistent, sharp rise from 9. 15 to 16. 05 billion. Therefore, the corporate is doing well with the strategies put in place and their implementation as well (Kurtz, 2011).

References

Kurtz, D. L. (2011). Contemporary marketing. Australia: South-Western Cengage Learning.